

EXECUTIVE SECRETARIAT

ROUTING SLIP

TO:

		ACTION	INFO	DATE	INITIAL
1	DCI				
2	DDCI				
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8	DD&T				
9	Comm/NIC				
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11	IG				
12	Compt				
13	D/Pers	✓			
14	D/OLL				
15	D/PAO				
16	SA/LA				
17	AO/DCI				
18	C/OPD/OIS				
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SUSPENSE

Date

Remarks

Executive Secretary

8/1/84

Date

3637 (10-81)

Washington, DC 20007

July 31 1984

Executive Registry

84-3028

Director of Central Intelligence

CIA

Washington, DC 20505

Dear Director:

International Forum at Yale is a unique medium to reach ideal recruitment targets for the CIA -- young, aggressive, and very bright men and women at one of the nation's foremost universities, Yale. International Forum at Yale is the only foreign affairs journal at Yale, and attracts a readership that is extremely interested and knowledgeable in the areas of US politics and foreign relations. We have a distinguished advisory board, and a staff that is talented and ambitious.

Demographics and Reach: International Forum at Yale is primarily an undergraduate magazine, and with a circulation of 6,000 reaches all of Yale's undergraduate population of 5,000 as well as the graduate departments in Political Science, History, Organization and Management, English, and Foreign Languages. Students from every state in the nation are represented in Yale's undergraduate population, with an almost equal proportion of men to women.

Frequency and Impact: International Forum at Yale is not only one of the most widely read publications on campus -- it is talked about, responded to, argued over, and re-read. For our advertisers, this translates into multiple frequency of the advertisement's impact upon its audience -- even with just a single insertion.

For maximum impact and savings, IFY suggests an advertising schedule of one insertion in our September issue, when seniors begin career planning, and another insertion in our December issue, when interviews are arranged and career objectives begin to crystallize. IFY also is published in February and May.

Advertising rates

Back cover or inside front: \$300 full page
 Interior placement: \$275 full
 \$175 half
 \$100 quarter

Contract discounts 10% 2 issues
 15% 3 issues
 20% 4 issues

Two of us -- myself and Geraldine Johnson, a senior editor -- are working in Washington for the summer. We would very much like to meet with you at your convenience to answer any questions you may have and to discuss the possibility of your taking out advertising space.

Enclosed are our two latest issues. International Forum at Yale hopes you take this opportunity to reach the best our country has to offer.

Sincerely,

Thomas Banchoff
 Thomas Banchoff
 Managing editor

PCI
 EXEC
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